



EASTON SALT LAKE ARCHERY CENTER ANNOUNCES GRAND OPENING OF ITS NEW STATE-OF-THE-ART TRAINING CENTER

Salt Lake City, Utah - April 8, 2014 - On Tuesday, April 15, Easton Foundations will open a new state of the art archery training center in Salt Lake City, providing Utah with one of the world's premier archery training venues. This world-class facility boasts one of the largest dedicated indoor ranges in the world and also has outdoor and 3D ranges. The Easton Salt Lake Archery Center will provide superior performance training for teams and individual athletes both locally and around the world.

A private VIP opening luncheon is scheduled for Friday, April 11th, followed by a public open house on Saturday, April 12, 2014 from 11am-3pm located at 575 N. John Glenn Road in Salt Lake City. Attendees will be able to watch Olympic archers compete, test their own archery skills, and enjoy a barbeque lunch.

"The Easton Foundation is excited to see the next step in our founder's vision become a reality. This Center is the first of its kind in many ways. It will move us closer to fulfilling our vision of increasing archery participation and raising the skill of U.S. Archers by creating a seamless path from the introduction to archery through top-level training," said Greg Easton, President of the Easton Foundations. "We look forward to welcoming local, national, and international archers to Salt Lake City. We look forward to working with our sister centers in Newberry Florida, Yankton South Dakota, Chula Vista California (at the Olympic Training Center), and our affiliated centers to introduce competitive archery to more people, to increase archery participation, and eventually to see archery as a mainstream activity."

The \$12 million training facility totals over 60,000 square feet and features shooting venues that accommodate shooting: indoors, indoor/outdoor, covered, outdoor, and 3D. Additionally, the facility is equipped with a gym, sports med room, and workshop and technologically advanced testing, meeting and classroom space.

New for Utah's archery community will be a training center that will provide open shooting, leagues, regional and national and international events, specialty camps and clinics, instructor certification courses and opportunities to train one-on-one with certified instructors and coaches.

"Easton is a Utah company that is renowned for innovation and excellence," said Salt Lake County Mayor Ben McAdams. "This new facility builds on that reputation and puts Salt Lake County on the map with archers from around the world, including, perhaps our future Olympians."

The new facility will enhance the Utah's ability to attract and host major archery events, including world cups and world championships that bring significant economic impact and media exposure to the state. Utah has previously hosted the 2009 Youth World Championships, and World Cups in 2010, 2011, and 2012.

Jeff Robbins, president and CEO of the Utah Sports Commission stated, "Adding this premier facility to the list of Utah's Olympic and other world-class venues, continues to diversify and broaden our sports infrastructure and helps us perpetuate the state's sport and Olympic legacy strategy."

The Easton Salt Lake Archery Center is a project of the Easton Foundations Archery Centers, which are a network of regional training facilities working together for archery excellence. They serve the needs of shooters whether the goal is recreation, Olympic gold, or anything in between.

The Easton Salt Lake Archery Center Features:

- 70m indoor range
- 90m outdoor range
- 3D range
- Workshop
- Testing
- Meeting and Classrooms
- Gym
- Sports Med Room

For Immediate Release

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